



Media Release

For Immediate Release

Australian Cruise Association delegation returns to Seatrade Cruise Global

(April 19, 2022) As the cruise ban lifts in Australia and the country readies itself to welcome back cruise ships and their passengers, a ten strong member delegation from the Australian Cruise Association (ACA) will attend Seatrade Cruise Global in Miami, Florida next week.

Led by Phil Holliday, Association Chair and Jill Abel, CEO, representatives from state and regional tourism organisations, ports, ground handlers, pilot services and shipping agents make up the delegation.

Regarded as the cruise industry's most significant worldwide event, Seatrade Cruise Global 2022 will attract representatives from over 500 organisations including the major cruise lines providing an outstanding opportunity to promote cruising in Australia.

Jill Abel, CEO of the Association said "We are looking forward to having a face-to-face presence again at this important event for the first time since 2019. Prior to that ACA had attended every year since the inception of the event."

"This visit will give us the opportunity to discuss a positive return to cruise for Australia in 2022/2023 and plan for growth in the coming years," said Abel. "Pre-pandemic, cruise delivered nearly \$5B to the Australian economy annually through direct and indirect contributions and supported around 18,000 jobs so this is a really important opportunity for us to show the internationally based cruise lines that we are ready to welcome them back."

"Attending this event gives our members the opportunity to meet with key decision makers in one place at one time and have discussions around the important destination development which has taken place around Australia including port infrastructure upgrades and new land-based touring experiences which will ensure the revitalisation of our industry in Australia."

In 2022, ACA will again be joined by regional partner, New Zealand Cruise Association. CEO, Kevin O' Sullivan, Phil Holiday and Jill Abel will participate in a conference panel session chaired by CLIA Australasia's Joel Katz titled "Australia and New Zealand regional developments."

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About Australian Cruise Association:

Australian Cruise Association is the co-operative marketing brand for cruise tourism in the Australia and Pacific region and represents a diversity of interests including regional ports, international, national and state tourism agencies, shipping agents, inbound tour operators and companies dedicated to marketing the region as a world class cruise destination.

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